

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



Part 3 Analysis & Recommendations

ANACONDA- DEER LODGE COUNTY

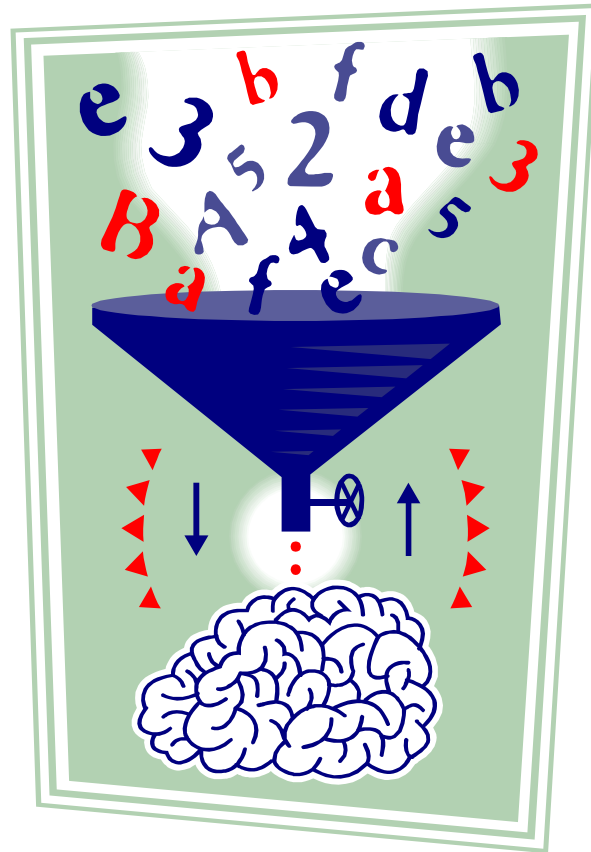
Version 1
August 2013

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INTRODUCTION

Problems



Task One:

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Anaconda-Deer Lodge County (ADLC) has seen a decrease in the number of alcohol related crashes form 2008-2012 (with the exception of 2011).The rate per 100,000 has varied from 139.02 in 2008 to 75.57 in 2012. Fortunately, the average of alcohol related crashed with injuries within ADLC per 100,000 people for the years 2008-2012 (with the exception of 2011) is consistently lower than the state average. The state average rate per 100,000 ranges from 170 in 2008 to 144.13 in 2012. It is of interest to note that the data shows a sharp increase in alcohol related crashes in 2011, the rate per 100,000 was 194, which is the highest rate in the 2008-2012 years. However the state rate at the same time is the lowest rate recorded for the same period. The 2011 state rate is 127.

However the fatalities due to the alcohol related crashes remains very similar to the state average. The rate per 100,000 locally is 10.76 for the period of 2008-2012 where as the state average for the 2008-2012 period rate per 100,000 is 8.60.

ADLC Police and DUI Taskforce along with many local agencies have been proactive in community education concerning DUI's, MIP's and the consequences of both. Extensive efforts in both prevention and education continue to grow with in the county. As with many counties ADLC has a host of community events where excessive drinking takes place. Because of the ADLC DUI taskforce and a community wide movement to make the events more family friendly and less of the drinking event. Anaconda has been privileged to host the MIDAC unit for many of the community events because of the funding from the ADLC DUI Taskforce. The presence of this unit at events not only educates community members but also provides a visual deterrent.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The rates of drinking and driving per the Montana Prevention Needs Assessment (MPNA) from 2008-2012 reveals a downward trend for ADLC youth.

The data revealed a marginal decrease of "students who drove a vehicle when they had been drinking alcohol in the last 30 days" from 24% in 2008 to the 2012 data of 10.2%. The state data reveals a similar downward trend from 14.1% to the 2012 data of 9.3%.

While our problem seems to be a similar issue for the state, more prevention efforts have come to light. Since 2010, there has been an increase in prevention efforts surrounding binge drinking in the area. In 2011, the area was awarded a DFC grant through Anaconda Community Intervention and Western Montana Tri-County Addiction Services received the state block grant for this county and surrounding areas. These increased efforts could be the reason for the decline in binge drinking reports.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does underage drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to the MPNA, on average, Anaconda-Deer Lodge County has a bigger problem than the state. In 2008, the average was 42.5% of students were riding in vehicles with someone who had been drinking. That same year, Montana's average was 33.1%. In 2010, the average dropped for ADLC to 32.8% and then in 2012 increased slightly to 36.5%.

When discussing this trend with community members, some felt that it really relied on the timing of the questions. They feel this rate increases during summer and winter breaks.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

There is a great impact of these events on the community. There is a social acceptance of drinking and driving as well as an almost expectation of students to be following the trends of binge drinking. Some claim it's because they have nothing to do. Others say it's because they just feel like it. It is, beyond a doubt, a cultural thing with this region. Students report using alcohol or drugs with their parents or care-givers.

Law enforcement and county prosecutors are increasing enforcement and are using search warrants as a means to break up house parties. When those parties are reported, law enforcement cites each participant and the county attorney states that in those events he plans to prosecute to the full extent of the law in order to get the message across that it won't be tolerated. This has been met with resistance from some parents and caregivers.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Unfortunately binge drinking remains a large concern for our community. Binge drinking percentages have overall decreased from 33.6% in 2008 to 26.9% in 2012 but all percentages are consistently higher than the state averages. The state averages of 24.5 in 2008 and 21.2% in 2012. Sadly, ADLC has a marginally larger issue with binge drinking compared to the state averages.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Due to the limited data concerning adult binge drinking only the state totals are available. Despite this fact a noticeable increase in state data rates from 17.7% in 2008 to 21.8% in 2012 would only lead to speculate the average for ADLC may show the same alarming trend.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Alarming data for ADLC shows a greater percentage of ADLC youth are consuming alcohol at greater percentages than the state average. The data provided by the 2008-2012 PNA reveals the "percentage of students drinking in the past 30 days". In 2008 ADLC percentage was 47.9 while the state percentage was 38.4%. The same data for percentages in ADCL 2012 was 39.2% and 35.1% for the state. While ADLC has seen a decline in total percentage from 47.9% 2008 to 39.2% in 2012 the averages remain greater than the state averages of 38.4% (2008) and 35.1% (2012). Unfortunately this community norm has been one of the most difficult to tackle.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Prescription drug use amongst youth in ADLC has remained nearly the same from 5.5% in 2008 to 5.7% in 2012. This is yet another area that ADLC continues to have a greater percentage of youth using compared to the state averages. The state percentages for 2008 were not recorded but the 2010 data for the state is 4.0% while ALDC is 6.2%. This is sadly a topic that does not seem to gleam as much attention as other issues in our community.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

It is clear that ADLC youth are making some difficult decisions. Consequently the decisions are impacting their entire life. While we continue efforts to educate students of the dangers of the use and abuse of alcohol and drugs we also noticing the consequences of their choices. Decrease in grades, increased school absences, disconnect from family and a lack of a positive adult role model.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Remarkably the data shows that ADLC students perceive parental disapproval has increased over from 78.1% in 2008 to 85.4% in 2012. According to the MPNA the state averages are slightly lower than this county. The state average for 2008 is 80.3% and 81.8% in 2012. It is noted that the percentages decrease by grade level each year. Parents seem to be the key to youth deciding if they will choose to use or not. A very powerful component. However parents seem to be the most difficult to reach in this community, many are not able to attend functions due to work or other obligations. Parent education needs to be promoted.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to the MPNA data the percentage of students perceive peer disapproval towards alcohol and drug use is increasing for ADLC! Total percentage in 2008 for ALDC was 59.3% while in 2012 the percentage increased to 63.9 % A trend of increasing percentages across the state is noted as well, with a slight difference of 66.7% state average in 2012 compared to ADLC. The state averages in the same time period are 2008 55.8% and 2012 66.7%.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

There is a contrast ADLC and the state percentages for the MPNA data for percentages of students who believe it is wrong to drink alcohol. While the percentage of students who believe it is wrong to drink has consistently increased in ADLC from 54.5% in 2008 to 66% in 2012 a noted decrease in percentages is seen state wide. The percentages as 2008 89.9% and 71.6% in 2012. While this seems to be positive news for ADLC alarmingly the percentage of students who believe it is cool to drink alcohol regularly is marginally increasing over the years. A percentage of 29.6% in 2008 compared to 34.5% in 2010 and 45.2% in 2012 all of which are a larger percentage than the state averages of 27.9% in 2008 to 23.5% in 2012. In keeping pace with the state percentages the students who perceive risk of harm if having 5+ alcohol drinks every

weekend continues to increase. It is notes that the perception of harm is continuing to rise 62.4 %in 2008 to 68.9% in 2012 versus the state averages of 73.9% in 2008 and 76% in 2012, yet the percentages of binge drinking are also continually rising. An alarming statistic.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to the MPNA data students are talking to their parents about the dangers of drugs and alcohol more in 2012 (81.4%) compared to their state wide peers (61.0%). The positive of this is that students have almost doubled the percentage from 2008 to 2012. The percentage for ADLC in 2008 was 42.9% and is now at 81.4%! The state percentages of 62.1% in 2008 are consistent with the 2012 data of 61%. It is obvious that students and parents are talking about important issues when they do get time to talk.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences

According to the data provided by the MPNA there is an overall consensus county and state wide that students do not believe that alcohol is causing problems financially legally or emotionally. The state averages are slightly higher than that of ADCL. The percentage for ADLC in 2008 was 7.2 compared to the percentage for 2012 which was 5.2% State percentages began at 10.2% in 2008 and dropped slightly to 8.9% in 2012.

Final Risk Factors Question

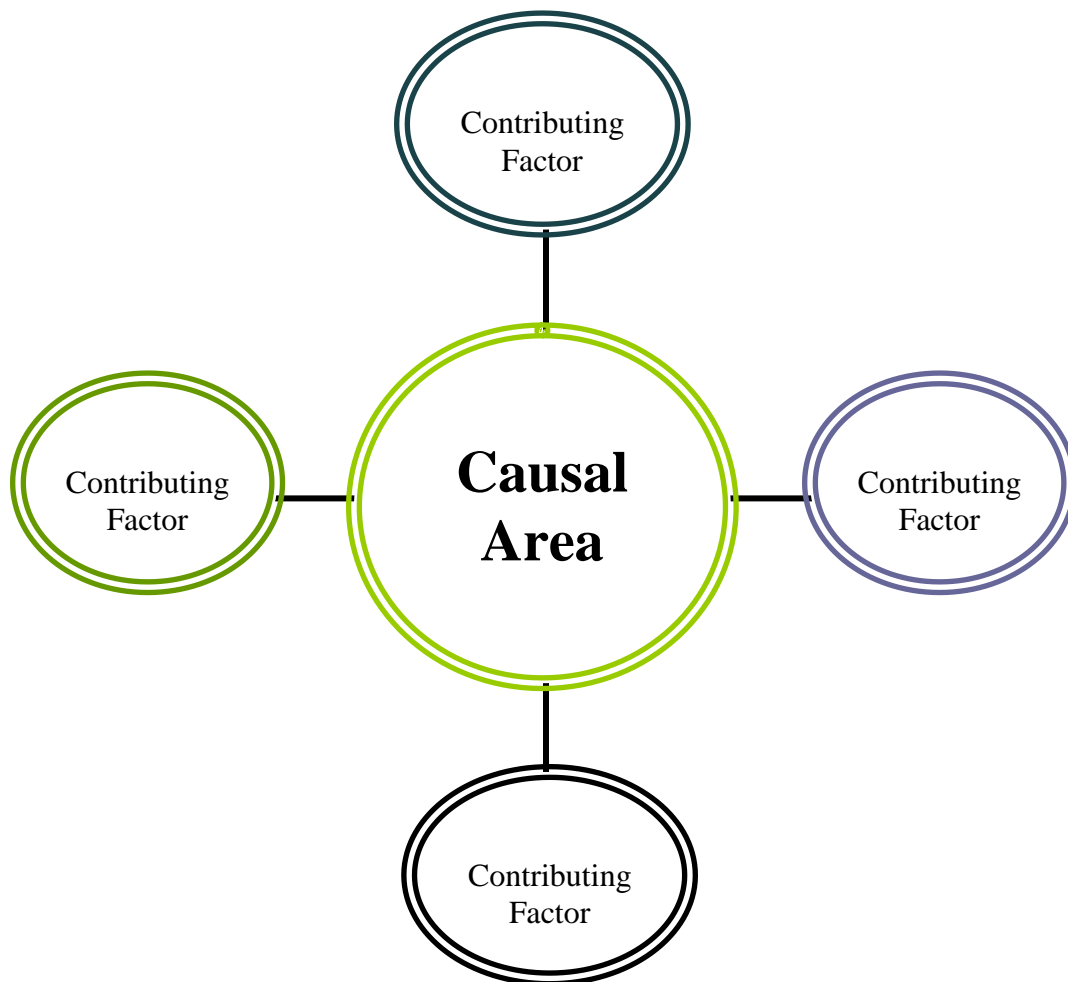
QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

It is of interest to note that a great percentage of students are speaking to their parents about the dangers of drugs and alcohol. Over 81% reported in 2012 in ADLC, compared to 61% for the state. What is also of interest is that the percentage of student that believe it is wrong to drink alcohol has increased for ADLC to a high of 66%. Yet percentage of students that binge drink is still at a higher percentage for ADLC than for the state. While over 85% reported perception of parental disapproval. It appears that students do not believe that their alcohol consumption is

causing problems, financially emotionally etc, yet give such a high percentage for perception of parental disapproval towards use/abuse.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Data is not applicable as compliance checks conducted from 2008- present is zero. A small police forces of which are easily recognizable seems to be one hurdle that is stifling the process.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

The lack of compliance checks hinders community education. Many retailers have become lackadaisical with their carding procedures. Drinking and binge drinking are seen as less of an issue than if checks were being performed. Youth are wise to what establishments will sell and which will not.

Alcohol Seller/Server Training

The selling or serving of alcohol to minors and the continued sales or service of alcohol to someone who is intoxicated can contribute to the misuse of alcohol in your community. Most communities offer free training on a periodic basis to individuals who sell or serve alcohol in a business establishment. The general accessibility of alcohol can be significantly impacted by the practices of alcohol establishments.

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Table 2-4. How do the number of RBSS trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

There has been a very noticeable increase the number of trainings and the total people trained due to the passage of state legislation mandating alcohol training. While it is speculated that the turnover of servers is a constant is believed that training of servers and sellers is helping to reduce the amount of binge drinking, drinking and driving and over service!

QUESTION 19 Alcohol Merchant Retail Sales Training

If you community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Servers and sales people may not realize the implications of their actions. An increase of binge drinking and over service may be the effect.

Retail Availability Questions

QUESTION 20 Based on information gathered about liquor licenses, alcohol compliance checks, RBSS training and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Over service of patron, third party sales to minors and excessive amount of alcohol signs in our county continue to be an issue.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 4 5 6 7 x 9 10
Major impact

I would assume that retail availability has led to increased consumption of not only adults but youth as well. The total number of outlets and the over service that happens in our community defiantly does not help to curtain underage drinking nor drinking and driving.

CRIMINAL JUSTICE – PART 1

The next causal area included in your community environmental assessment has to do with the criminal justice system, which includes the court system and all types of law enforcement (City Police, Sheriff or Deputy, Tribal Law Enforcement, Forrest Service, Park Service, University Police, others). This will require 'on-the-ground' data collection on your part.

Conviction Rates

To understand how the criminal justice system in your community addresses binge drinking and drinking and driving, you will need to visit the clerk of court for all circuit courts in your community. Each clerk should be able to provide you a listing of the cases filed in 2006 for the alcohol-related crimes listed below. Communities with active DUI Task Forces may also be a source for some of the data.

QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community. DATA NOT PROVIDED, a survey has been created to dispense to MIP/DUI offenders. The LAC and County Attorney are willing to assist with this data for next reporting period.

QUESTION 23

Based on Table 2-5, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others. What does this suggest about binge drinking or drinking and driving within your community?

DATA NOT PROVIDED

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forrest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

DUI Taskforce continues with education as well as the entire police department. The Tri-County area Drug Recognition Expert has been active in education from teachers and parents to Police officers. Unfortunately due to financial constraints the School Resource Officer position was eliminated. Officers believe this is the important position for educating from within. Many expressions of the desire for this position to be recreated were expressed.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

The main thing not pursued is the compliance checks! This would deter many issues. Excessive over service, binge drinking, third party sales, and would defiantly help out with education of sales and service members.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Many ordinances are state mandated thus are easily followed and easily defined. Officers have the State to back them up and are easy to enforce. One issue that keeps appearing is the State mandated RASS training but officers do not have a way to enforce unless there is a violation. One Officer compared it to having vehicle insurance; we can't stop and check that you have it unless we believe you are doing something wrong.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

A specific ordinance is not defined at this time, rather a stipulation that community service must be completed and within a set parameter of the offense. A student receiving an MIP should not be allowed to dismiss community service but rather have the community service fit the MIP. Possibly speaking at schools or to write an article as to how the MIP has affected their lives.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Lack of funding for School Resource Officer, lack of compliance checks are the major contributors to the lack of education concerning binge drinking and drinking and driving.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	x	7	8	9	10	

The criminal justice system plays a vital role in prosecuting but also educating our youth and offenders.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The percentage of students in ADLC that thought they would be caught by the police if they drank alcohol is consistently similar to that of the State data usually around 25%. The data is also similar to that of State wide students for the question of percentage of students who thought they would be caught by their parents. Consistently 50% state wide and local teens said yes. It is noted that State wide and locally the perception for both questions seems to decrease with the grade level, 8th graders respond 32.9% (2008 Police) versus 9.1% of the 12th graders in the same question(2008) thus it seems the older the student is the less likely they believe they will get caught.

Social Availability Questions**QUESTION 31**

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Per the PNA Data for Percentage of students that perceive their family have clear rules about alcohol and drug use remains in the high. Consistently the value is 84% or greater, yet students continue to binge drink and drive. It still remains that with this opinion that families have clear rules we are still in the "I did it and I'm fine just be careful" mentality.

Many social venues continue to be a means of accessing alcohol for youth. Per the MPNA the top three methods of accessing alcohol are: family members, with or without their consent, from and adult over 21(many local students report near peers- someone over 21 that they know well), party social event or "fire", or a fake ID. The number of parents who believe it is safer to host the party for youth seems to be decreasing or rather we do not hear about it as much. Local survey of students reported that many students drink alcohol at lunch time and then return to school or that their parents consume alcohol and then provides a ride to their children- helping out the misconception that it is ok to drink and drive. With the current telephone search warrant available many house parties have gone by the way side as officers now have the ability to obtain the warrant at any moment.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	X	10	

Social availability, like many towns is a prevalent issue. The many events that occur in our town are often sponsored or advertise alcohol. The issue with youth obtaining alcohol is not only thru close relatives that are over 21 but also many in our town believe that it is ok for teens to drink. We are battling the attitude that " I did it and I turned out just fine, so let them do it too."

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

It appears to be excessive especially at locations that have 13 signs in their windows for alcohol sales. While the total of buildings with 3 or more signs is only at 11.5% the locations that do have a large amount of signs are the most visible locations, they are on the main streets.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

It seems that we become numb to the fact that there are so many signs. Many venues are not sponsored by alcohol companies but rather alcohol is served at them. Billboards are not prevalent in ADLC (2 total) but of the two one is an alcohol advertisement and is on the main street. The local newspaper does not usually support the publication of alcohol ads but noted during the holiday season they did increase the printed ads.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

Alcohol consumption and alcohol related products, such as clothing hats etc. are very popular. Adults wearing this clothing lead youth to believe it is acceptable. Such “marketing” by our adult population can lead to youth drinking at an earlier age. Youth are not only exposed to advertising at a local level but thru television and internet they are exposed at a younger and younger age and with a greater amount of ads as well.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

ADLC is has the benefit of a local newspaper that is proactive- they allow many articles concerning parent involvement and deterring youth use of alcohol. Very few articles are printed with a pro- alcohol consumption message. This could be reporting on an event where alcohol is prevalent. More letters from community members and not just “paid staff” would be a bonus for not only the community but to aid in education of the students. Implementing compliance checks would defiantly benefit our community. A local ordinance concerning signage would be a positive for our community. Youth are bombarded by ads and pro alcohol consumption messages on television and the internet that we should not be contributing to the message.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 4 5 6 X 8 9 10
Major impact

Promotion of happy hours and bucket of beers is not helping with binge drinking and over services. Not to mention many of the bars give away alcohol related items like t-shirts and key chains.

SCHOOL POLICIES – PART 3

QUESTION 37

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

The school district does have a zero tolerance policy for alcohol consumption and advertisement. Students are asked to return home and change if their clothing contains alcohol or drug messages. Consumption of alcohol is strictly prohibited; however this is only concerns school events and extracurricular activities. Student athletes may be subject to random drug and alcohol screenings but this policy only applies to student athletes and seems to be subject to some scrutiny, the “good athletes are not screened because they wouldn’t want to have to punish them” says one key informant.

QUESTION 38

Based on these considerations, to what degree do you believe your school district’s policies and programs in your community are impacting binge drinking and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact

0

1

2

X

4

5

6

7

8

9

10

Major impact

The school district does have very strict policies and are followed by the most part, unless the student is a star athlete and then heads turn away so that “we don’t lose the star player “as stated by a parent of a basketball player.

MEDICAL FIELD INFORMATION – PART 3

QUESTION 39

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug about in your area? Explain the rationale for your response.

No data provided. Data will be collected from First responders for next reporting period.

QUESTION 40

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

X

2

3

4

5

6

7

8

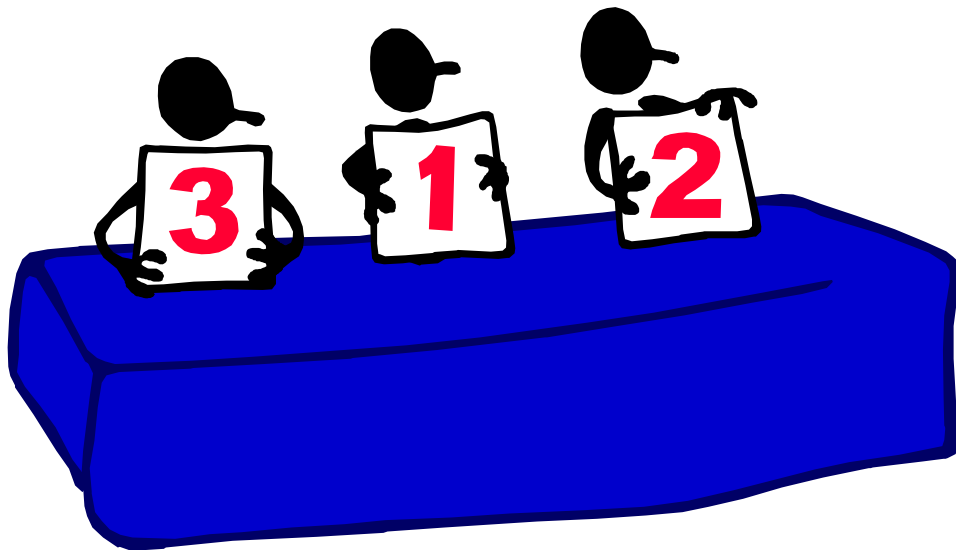
9

10

Major impact

The medical field is a tight knit group that is not too willing to share much of the information. Thus they are hindering the abilities to give out education but are doing as much as possible to educate their patients individually.

Prioritization



Task Three:
**Rank the Four Causal Areas from the Greatest Contributor to Your
Community's Problems to the Smallest Contributor**

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
8	2	Retail Availability
6	4	Criminal Justice
9	1	Social Availability
7	3	Promotion
3	5	School Policy

2

6

Medical

QUESTION 41

Provide the rationale for your rankings of the causal factors.

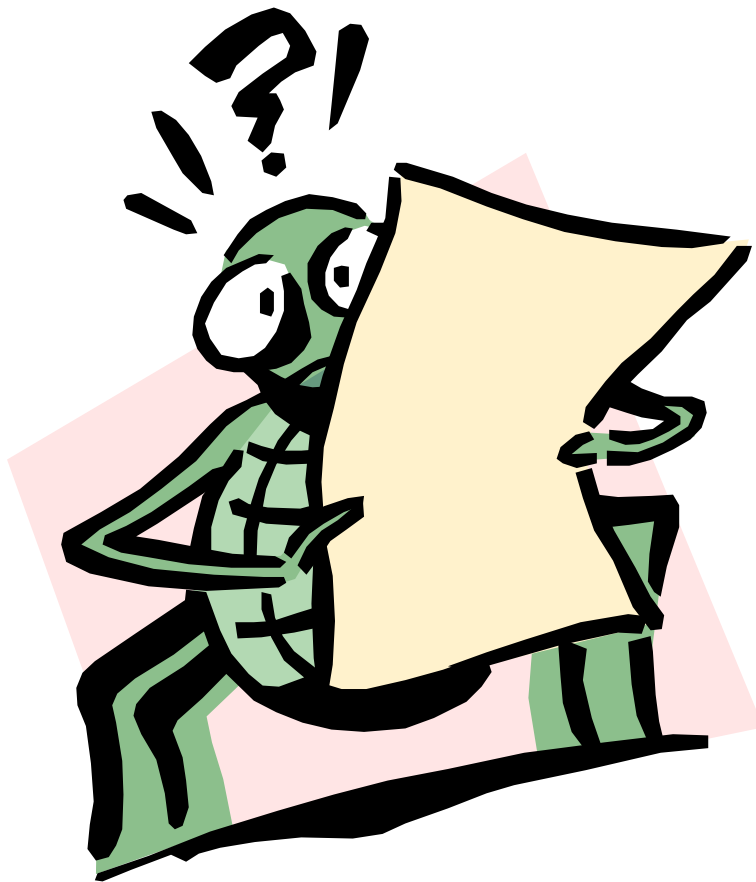
Social availability in ADLC just like the entire State seems to be the predominate concern for all. With the data supporting the fact that youth are accessing alcohol from someone over 21, family or non-family members leads to the ideal that “drinking is ok” Drinking at many social events helps to foster the beliefs that consuming alcohol and large quantities is an acceptable form of entertainment. Binge drinking leads to many crimes in our county as reported by officer interviews.

Retail availability is ranked second as this is something all public is exposed to. If retailers are over serving, serving to minors over selling illegally then something more needs to be done. Currently, the only person who gets the consequences for such actions is the liquor license holder. The server/seller may lose their job, but they are able to obtain similar employment at the next establishment. Those adults who are providing alcohol to those who are underage are also contributing to the problem. Some feel the underage person will be safer in their home drinking and that they will do it anyway so providing them a location keeps them safer. However, there is the very real issue of alcohol poisoning. Unconfirmed reports have circulated about several students being treated for alcohol poisoning, even being on life support. Parental education and discussion would be more than beneficial to this community if there is hope for a shift in the culture.

Alcohol promotion is another area that needs addressed. There is an excessive amount of alcohol advertisements as well as alcohol sponsored events in Anaconda-Deer Lodge County. It would be beneficial to be able to collect key community members, including tavern owners, and open a dialogue to the issue and see if any compromises can be made.

The area criminal justice system would still benefit from more efforts. Compliance checks and a school SRO would be ideal. However, they have been working very hard to do their part in addressing the issue and are open to addressing it more. They have been instrumental in the prevention efforts around the community and are great partners to team up with.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 42

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? Which specific causal factors will you target Montana Community Change Project and why?

We will continue to strengthen the collaboration between the criminal justice system in ADLC and the prevention efforts. While there is an identified need for compliance checks, the groups involved will continue to explore options to get this task completed.

Social acceptance is another area that focus will be directed. There are plans to start parenting classes directed at drug and alcohol prevention. So often, we hear from parents that they don't know how to start those conversations with their kids and don't think they will listen. Media campaigns will be used as well as gaining other community support. Prevention starts at home, but some parents lack the tools needed to get the message across.

